

line 7, after "1992" and before the period ~~insert~~ --, all of which have been abandoned--.

Page ^{NE} 10, line 21, change "data base" to --database--.

In the Claims

Please cancel claims 1 through 5, and add the following claims:

5 6. In the system for marketing products and services which includes a customer computerized communications facility, a central computerized communications facility remote therefrom, and a data link/therebetween, (the improvement affording the customer freedom to browse through
10 databases of goods and services to review, with voice narration, product and service information in a self-service mode without assistance of a representative, or to bypass the self-service mode and request personal assistance, the improvement including: computer means at both the customer communications facility and the central communications facility, these computer means being adapted to transmit and receive images, voice and data therebetween; a database enabling the customer computerized facility to access a directory of available goods and services, and a list of choices and preferences; means for prompting the customer for a choice; a central computerized database facility containing all products and services
15 information; input means at the customer facility adapted (to respond to customer prompts) for the preferences, and to access information at the central facility should the customer not desire assistance; application software located at the central facility capable of being downloaded from

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5 the central facility to the customer facility in response to said input to permit the customer, on his own, to review, (as video, audio and data) the desired information so downloaded; input means at the customer facility enabling the customer to request personal assistance from a representative located at the central facility should the customer desire assistance; and means enabling the customer and a representative to speak to each other ^{SPEC} during the transmission of data, audio and visual information from the central facility to the customer facility.

7. The improved system of Claim 6 wherein the means for transmitting and receiving images, voice and data includes a 2way full motion video means. ^{SPEC}

8. The improved system of Claim 6 wherein the customer computerized facility is adapted to communicate with a (number of unrelated central facilities making up an electronic shopping system.)

9. The improved system of Claim 6 wherein the customer is able to , ^{MEANS.} speak with more than one representative.

10. The improved system of Claim 6 wherein the customer facility is a retail sales store, and the central facility is an unrelated banking institution.

11. The improved system of Claim 6 wherein the transmission of images, voice and data from the central facility includes means for transmitting and printing contracts and documents to finalize a transaction.

^{HOW ABOUT CONDUCT?}